

# DestinationBLYTH

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PRESENTATION BY REGIONAL TOURISM ORGANIZATION 4 INC.

APRIL 18<sup>TH</sup>, 2017

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# Introduction to RTO4

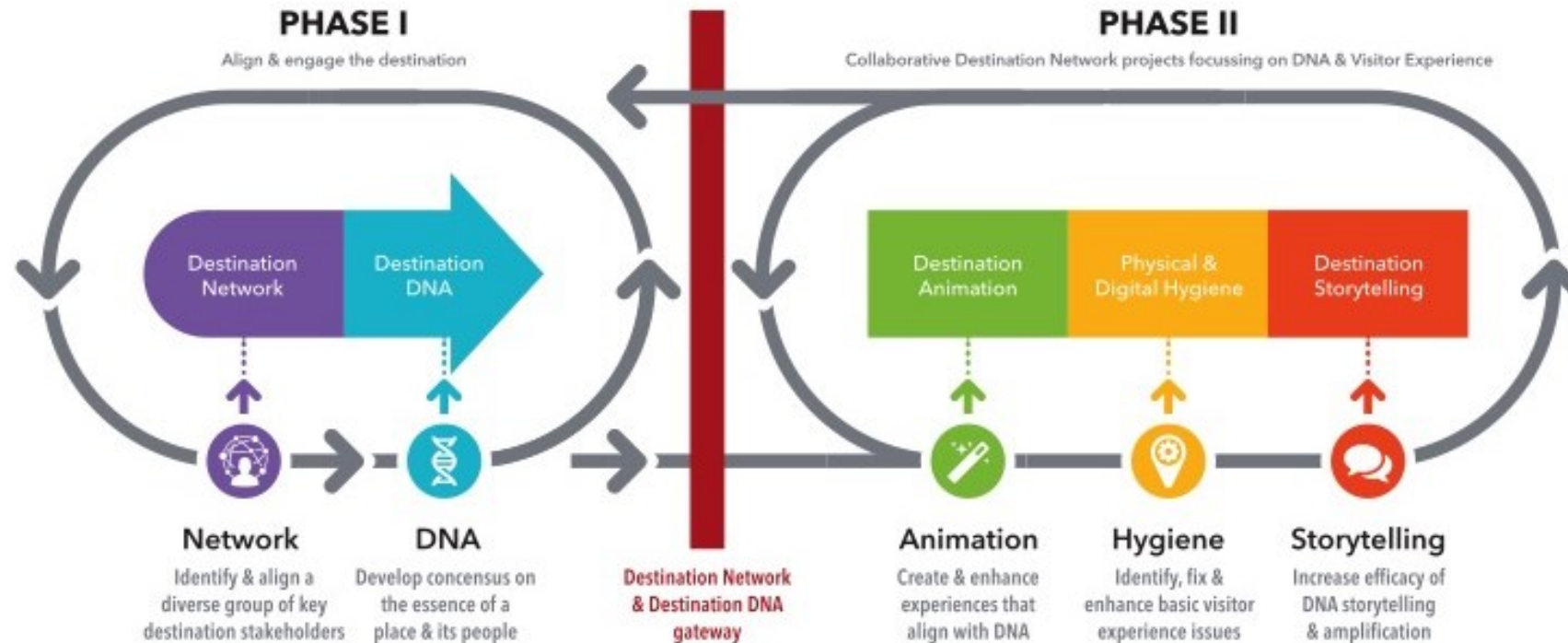
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RTO4, one of thirteen regional tourism offices established by the Ministry of Tourism Culture and Sport in the province of Ontario, has been called the “petri dish of tourism development in North America” by the Canadian Tourism Commission, specifically because of its innovative, analytical and non-traditional approach to growing tourism and economic development.

- History
- Mandate
- Our role in destination development
  - Structure
  - Partnership and multi tier relations
  - Focus on goal, strategy, measurement
  - Provincial and national best practices

# Destination Development Process

- Create self-sustaining, vibrant destinations through a virtuous loop of continuous destination improvement



# Blyth Opportunity

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- Provincially significant tourism and economic development opportunity
  - Blyth Festival
  - Canadian Centre for Rural Creativity (CCRC)
  - Guelph to Goderich (G2G) Rail Trail
  - Cowbell Brewing Co.
- Traction from stakeholders
  - The key to successful tourism destination development is relatively straightforward: highly engaged communities that take an active role in shaping their collective future.
  - The best destinations have engagement across a broad spectrum of tourism stakeholders; business, public, financial, political and a host of others, not just tourism and marketing entities.

# Destination Development Radar

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- Infrastructure
- Community Improvement Plans
- Sense of Arrival
- Streetscape
- Pedestrian Friendly
- Affordable housing
- Collaborative event planning
- Capitalization of G2G Rail Trail
- Calendar of events
- Concise and compelling online brand
- Website curation
- Digital audit
- Destination Animation Fund
- Destination Video Series
- Google 360 Virtual Tours
- Economic Impact of Tourism Research